

# STUDIO F·A·PORSCHE

Press Release  
August 2017

## **M101 + Studio F. A. Porsche unveiled the exclusive Skywheel Design Suites**

### **94 Exclusive Luxury Service Residences designed by Studio F. A. Porsche**

Kuala Lumpur – M101 Holdings Sdn Bhd (M101) today debuted the never seen before 94-limited series Design Suites. Exclusively designed by Studio F. A. Porsche (Studio), the luxurious service residences encapsulate the essence of the Studio's signature style of elegance, functionality and purism.

Housed at the very top of the iconic M101 Skywheel development, the Design Suites will be offering breathtaking views of the signature skyline of Kuala Lumpur once completed. Complementing the exquisite view of Kuala Lumpur city skyline at 300 meters above ground, the Studio developed a truly unique interior design solution with the aim to create an interactive space which redefines luxurious living. The M101 Skywheel Design Suites challenges the conventional understanding of space. To complete the premium living experience, the Suites will be fully furnished, equipped with selected visuals, custom furniture and exclusive products.

### **Design Suites -Luxury Redefined**

With the Design Suites, the Studio questions every aspect of common interior design with the aim to develop a completely new interpretation of an iconic and sophisticated lifestyle home.

At the core of the unit stands the central monument. A glossy black structure that seems to vertically transcend through the entire tower. It naturally divides the apartment in functional areas, rendering the traditional concepts of rooms and walls obsolete and therefore creating a new layout, conceptually redefining the way we live. With the central monument, the Design Suites can be used as one open space or separated into individual zones. Sliding doors in full ceiling height allows for a subtle solution to create privacy but elegantly vanish in the central monument to create a sense of openness.

The Design Suites are complemented with the smart integration of functional features in the interior structure. The idea of a transformative space transcends into all elements of the Design Suite. Staying true to the Studio's puristic direction, the designs are minimalist with contemporary interior that reveals its fascinating features only at a second glance. One of these features is the "magic" TV concept which is

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invisibly integrated in the glass surface and only comes to life when its switched on. The entire kitchen area can be closed off and transformed into a bar setup. Other features include a luxurious watch compartment, a concealed bed and a bag display. Electronic elements and mood lighting can be fully controlled with a smart home automation system.

Further to these considerations, M101 together with Studio F. A. curated a material palette that is in harmony with the Studio's design philosophy and represents the sophisticated project requirements of M101 Skywheel. The result is a mix of natural materials like red oak timber, marble and leather with engineered elements in black glass and steel, giving the space a very sophisticated and masculine mood.

The fully furnished Design Suites units come in three layouts — 2-bedroom (1,018 sq ft), 1+1 bedroom (909 sq ft) and 1+1 bedroom (879 sq ft). Owners of Design Suites will enjoy facilities such as an infinity pool, gym and sauna amongst Kuala Lumpur skyscrapers on the 78th floor.

An Exclusive By-Invitation only event

History-making by-invitation only unveiling event saw over 60 Porsche owner-enthusiasts convoyed to M101 sales gallery at Jalan Yap Kwan Seng. M101's Chief Executive Officer, Dato' Seth Yap said, "M101 is very pleased to be working together with Studio F. A. Porsche to bring to Malaysia this very exclusive product. The iconic M101 Skywheel has garnered a lot of international attention since we first held our groundbreaking ceremony. And today, with this exquisite limited-edition Design Suites, we have elevated the property scene around the world all-together. At M101 Skywheel, you are not only purchasing a house; you indulge in a premium living experience with like-minded communities."

Also present was Roland Heiler, Managing Director of Studio F. A. Porsche. He said, "M101 Skywheel is currently one of the most significant real estate projects for our Studio. The idea of reinventing the way people live in a luxurious and sophisticated environment is perfectly in line with our design philosophy of constantly questioning the status quo and looking for the better solution."

In line with M101's property tourism initiative, the Company has been introducing M101 Skywheel to the rest of Asia such as Taiwan, Singapore, Japan, Korea, Philippines, Brunei, Sri Lanka and Bangladesh. Due to its exclusivity, the Design Suites is only available by invitation.

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## An Icon Rising

The iconic M101 Skywheel claims three worlds' number 1, and one Asia's number 1:

- The 1st in the world integrated development in World design by Studio F. A Porsche.
- The 1st in the world Sky Ferries Wheel on the 52th floor with the highest vantage point of 220m above the ground
- The 1st in the world highest shopping experience with a SkyMall that extends from 50th to 52nd level with over 200,000 sqft of retail space, with diverse product offerings a with an MRT station right at the door step of development.
- The 1st in Asia Planet Hollywood Hotel in Asia

Further to this, the two-towers 78 storeys M101 Skywheel stands on a freehold land strategically located in the heart of Kuala Lumpur City Center, giving the iconic development an unobscured view of the Kuala Lumpur City skyline.

### About M101

M101 is one of the most dynamic development companies established to build and invest in sustainable projects in the heart of Kuala Lumpur. With the tagline; Built To Stay, the Company promises to provide enduring values to the properties built.

The name M101 was inspired by the location of Kuala Lumpur, the capital of Malaysia which is located along the longitude of 101 degrees, east of the prime meridian. M101 believes in the long term potential of this thriving city and is committed to play an active role as a private sector towards driving Malaysia to achieve Vision 2020. The Company aims to elevate the Malaysia property scene to the next level by building new iconic landmarks in the heart of Kuala Lumpur that will redefine the tourism industry

### About Studio F. A. Porsche

Studio F. A. Porsche is one of the leading design studios worldwide for product, mobility and interior design. Founded by Ferdinand Alexander Porsche in 1972, the Studio has stood for a perfect symbiosis of form and function ever since. For over 45 years the Studio has stayed true to its values: functionality, purism, perfection, relevance and passion. Today Studio F. A. Porsche creates products for select clients worldwide and premium design innovations for its own brand – Porsche Design. The Studio is a subsidiary of the Porsche Lizenz- und Handelsgesellschaft, with its main headquarters in Zell am See, Austria. Other subsidiaries are located in Berlin, Los Angeles and Singapore. Visit the Studio at: [www.studiofaporsche.com](http://www.studiofaporsche.com)

### Press contact for Studio F. A. Porsche:

Kruger Media GmbH für Studio F. A. Porsche  
Torstrasse 171 | 10115 Berlin | Deutschland  
Johanna Haß  
E-mail: [johanna.hass@kruger-media.de](mailto:johanna.hass@kruger-media.de)  
Telephone: [+49-30-3064548-14](tel:+49-30-3064548-14) | Fax: [+49-30-3064548-99](tel:+49-30-3064548-99)

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**Samantha Onn** - Manager, PR & Corporate Communications

H/P: 018-271 7221 | Email: [samantha@m101.my](mailto:samantha@m101.my)